“FLASH SPEECH”

FOR

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Speech 1:

In 1968 Andy Warhol famously said, “In the future everyone will be famous for fifteen minutes.” Truer words have not been spoken… except that in this day and age, **EVERYONE** does have the potential to be known and noticed and the demand for distinction goes way beyond fifteen minutes. In the old days a simple calling card was enough to represent you to the community around you. Today our respective “communities” have global outreach, and thanks to the times, the trends and technology, in order to be viable, each one of us must build way more than a calling card to represent our skills, talents and services. We have morphed into a society of independent brands in need of a presence in the virtual universe. That’s where Fresh Idea Web comes in.

We may have not realized the impact of what Warhol’s quote meant when he said it almost fifty years ago. He was at the vanguard of a movement. It was called Pop Art and it brought attention to brands. Whether or not it was a intended, his work coincided with the golden era of advertising. Great admen… and mad men… were creating catch phrases and attention getting work that sold ideas and inspired a generation.

Today we have a new matrix within which to work. We have to find the way to grab attention in different arenas. We have to pay attention to contemporary trends that have tremendous potential impact on your product, your personal brand, your message and mission and the way the public receives that message and responds to it. We’re here to help you navigate the new world of web-based presentation.

Speech 2

How many of you have heard the expression, “The medium is the message?” It’s a phrase that was coined many years ago by Marshall McLuhan. The medium, or the means by which we attempt to convey an idea, is as important as the idea itself. He first coined the phrase in his book entitled, “Understanding Media.” If there is one thing that is urgently needed in this day and age, it’s that… to understand media. Thanks to time and technological advances, new forms of communication are being developed and refined at an alarming pace. In order to remain relevant it is our mandate to keep up with changing times. There is a simple quote I am reminded of frequently and that is “Adapt or die.”

As the face and profile of media adapt, morph, and advance, so must our message and means of conveyance of that message to our clients. That’s where Fresh Idea Web comes in. By the time the public searches and finds a website… **YOUR** website… infinite steps must be set up to ensure functionality. In addition, with the growing proliferation of varied mobile platforms, the technology to effectively convey your message must be designed and built to accommodate all of those technical requirements. I don’t know who the first person was that coined the phrase, “We make it look easy,” but I am sure you will agree, as each one of you has expertise in your own unique areas of business and professional accomplishment, “making it look easy” takes infinite knowledge and skill. At Fresh Idea Web, we listen to your distinctive set of criteria needed to build an encompassing, engaging, attractive and compelling web presence. We understand the medium… or media as needed, and we have the experience and expertise to work with any variety of professional challenge to give bring your vision to life.

Speech 3

Does anyone know what an ear worm is? Don’t worry… it’s not contagious… I mean it **IS** contagious but in a tuneful, contemporary way, not in the traditional way we used to think of things that sounded so… creepy and crawly…. it’s the same thing with “going viral.” We no longer need to be threatened with a case of measles of chicken pox as an idea or video or a product or “tweet” goes “viral.” Welcome to the not so new age of modern media and the language that spreads the word!

An earworm is a piece of music or a phrase that one hears that one **CANNOT** get out of one’s head. In the good old days we used to think of a song or jingle as being “catchy.” Now it’s full on **CONTAGIOUS**!! (**Wait for the laugh**). In much the same concept, the way we present ourselves in this digital age references a barometer to measure success and effectiveness. We want our online presence to be “catchy.” We want our messages to go viral.” And it takes skills and experience to assess the most sure fire ways to achieve success in outreach. At Fresh Idea Web, we study the trends. We expose ourselves to earworms and “eyeworms” and all sorts of content that has gone viral, all with the mission to study what works to effectively promote products, services, people and talent. We know the ins and outs of the digital world… where to connect the points in order for you and your business to mine your success in this new technologically savvy age. Our goal is that our clients grows their businesses and spreads their message virally, swiftly, attractively, and thoroughly… no antibiotics needed! (**Wait for the laugh**).